



Solutions

CURBSIDE / TAKE-OUT



CURBSIDE / TAKE-OUT

Food delivery and curbside/take-out services are two of the fastest growing segments of the restaurant industry and responsible for close to \$200 billion in sales each year*. With the onset of the pandemic, operators rely on this even more – and with limits imposed by states to limit capacity, delivery and curbside/take-out have become an option for restaurants to make additional profit during this trying time.

Curbside Pick Up isn't new – it all started in 1921, where we saw the first carhop drive in restaurant. Now, instead of roller skates and burgers, there is Curbside Pick Up. Pick Up without getting out of your car. We live in an era of the "convenience generation" that relies on convenience and timeliness. Food delivery and Curbside Pick Up speaks to both of those needs.

Curbside Pick Up is the most cost-efficient channel and can make a positive impact on your bottom line.

- Improved margins – no third-party delivery fees
- Increased and better customer experience
- Faster wait times resulting in more frequent and loyal customers

Personalized consulting to assess and recommend

- Infrastructure Enhancements
- Technology Optimization
- Curbside Marketing Essentials

CURBSIDE/TAKEOUT CHECKLIST

- **ONLINE ORDERING REFERRAL TO OUR PARTNER, DISCOUNTED PRICING**
- **PACKAGING SOLUTIONS**
- **BEST PRACTICES GUIDE**
- **PRODUCTS THAT TRAVEL WELL**
- **CUSTOMIZED:**
 - **Posters**
 - **Banners**
 - **Curbside Menu**
 - **Social Media Messaging**

Reengineer Your Menu for *Snap-Back!*

Manage Your Menu Content

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the **4P's of Menu Engineering**:

PROFITABILITY

- Review current item costs and make pricing adjustments based on current market conditions.
- Identify areas where you can switch out ingredients to enhance profitability without compromising quality.

POPULARITY

- Feature your signature items – what are you famous for?
- Review past history or competitive analysis for key offerings.

PREPARATION

- Select items that require limited preparation and assembly.
- Cross-train your kitchen staff for maximum efficiency.
- Review and reduce your inventory to minimize stand-alone items and excess stock.

PORTABILITY

- Ensure your items package and travel well – maintaining their quality and freshness.
- Invest in the proper carryout containers to maintain temperature and presentation to most closely mirror dine-in experience.



Reopening Checklist

As you prepare to reopen your dine-in services and other business offerings, here is a checklist to ensure you have addressed all areas of concern.



Guidelines & Regulations

- ☐ Confirm the your local and state guidelines
- ☐ Understand requirements and limitations for reopening your business and phasing back into dine-in services

Your Menu

- ☐ Consider streamlining your menu and reducing offerings to those items that are profitable, popular, easy to prepare, and portable
- ☐ Review current item costs and make pricing adjustments based on current market conditions
- ☐ Consider changing format to single sheet, disposable paper menus or viewing on line for best safety and sanitation practices
- ☐ Continue to offer carry-out, delivery, and other enhanced services, such as meal kits, take & bake options, and specialty items
- ☐ Introduce or enhance online ordering capabilities

Marketing

- ☐ Communicate frequently and authentically with your customers via your website and social media
- ☐ Develop a “welcome back” or a “we missed you” campaign, creating excitement for your reopening
- ☐ Inform your customers of the safety standards and sanitation protocol you have implemented to reassure them that their safety is your number one priority
- ☐ Utilize banners and posters for interior and exterior signage to clearly convey your message

Front of House & Service

- ☐ Remove/rearrange tables and chairs to allow for social distancing – minimum 6 feet apart
- ☐ Create outdoor seating, if possible
- ☐ Consider implementing reservations to control capacity and limit crowding
- ☐ Create visible sanitizer stations for your wait staff
- ☐ Consider removing condiments from the table and serving preportioned condiments with the order
- ☐ Consider using plate covers when serving
- ☐ Utilize disposable or wrapped silverware and straws
- ☐ Promote safety and sanitation practices utilizing signage and social media posts

Counter Service

- ☐ Add sanitizer stations and shields for cashiers
- ☐ Create spacing markers for customers, in the ordering line or wait areas, using floor decals
- ☐ Promote order-ahead and online ordering options

Kitchen

- ☐ Test and clean kitchen equipment and ice machine
- ☐ Organize and label storage containers
- ☐ Consider installing hands-free towel, soap, and sanitizer dispensers
- ☐ Post signage with hand washing procedures and cleaning protocols
- ☐ Take inventory of kitchen smallwares, flatware, glassware, plates, cleaning and sanitizing supplies

Bar

- ☐ Test and clean bar equipment
- ☐ Create visible sanitizer stations for bar area
- ☐ Take inventory of glassware, bar supplies, cleaning and sanitizing supplies
- ☐ Review bar/alcohol beverage server certification
- ☐ Implement social distancing guidelines in bar area

Bathrooms

- ☐ Consider installing hands-free towel, soap, and sanitizer dispensers
- ☐ Consider installing hands-free door openers
- ☐ Post signage with hand washing procedures
- ☐ Post signage with cleaning and sanitation schedule

Building

- ☐ Refresh the outside/landscaping of your building
- ☐ Complete deep cleaning and sanitizing of all areas
- ☐ Reactivate utility and facility services, if needed

Staff

- ☐ Implement zero tolerance policy prohibiting staff from working when sick
- ☐ Consider implementing temperature check for staff
- ☐ Train staff on hand washing procedures, safety standards, and sanitation protocol
- ☐ Consider masks and gloves for all staff
- ☐ Reinstate staff based on capacity and service needs
- ☐ Place extra emphasis on customer service to ensure your guests are comfortable and confident with your services





Rethink Your Menu for Snap-Back!

As you reopen your business and dine-in services, you will need to rethink and reengineer your menu to meet the new expectations of your customers.

Single-use, easily sanitized, digital display or contactless menus are recommended (or may be required) and serve as a clear indication of your commitment to safety and sanitation.

Streamline Your Business

- Limit your menu offerings for maximum efficiency, and profitability, while focusing on strategically planned LTO's to drive business.
- Adjust your staffing needs to accommodate your reduced dining room capacity, limited menu, and available services.
- Continue to offer carry-out, curbside pickup, and delivery, along with other enhanced services, such as meal kits, take & bake, and specialty items.
- Create an on-site pop up shop or virtual "marketplace" to sell your signature items and pantry essentials.

Rethink Your Menu Format

- Understand your customer. They will be looking to see the steps you're taking to ensure their safety and comfort – and this includes your menu format.
- Consider changing to a single sheet disposable paper menu, menu board, or digital display for best safety and sanitation practices.
- For dine-in service, introduce or enhance online ordering and payment options from the table.
- Offer your menu online and viewable via your customer's smart phone or tablet using a QR Code for contactless ordering.



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To find out more about our Marketing Services offerings
call us at 1-800-380-6348 or email info@syscomenuservices.com

Steps for a successful Snap-Back!

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As you move forward with reopening or expanding your services, it's important that you strategize your snap-back plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!

Understand the rules.

- Reach out to your local resource agencies for the latest information and guidelines.
Suggested agencies: Local Health Department, Chamber of Commerce, State Restaurant Association, and [National Restaurant Association](#).

Communicate with your customers.

- Engage your customers in-house and online.
- Keep them informed of your hours, services, and special offerings.
- Let them know you care about their safety by promoting your sanitation practices.
- Get creative! Give them a reason to visit you and come back for more.
- Thank your customers for their support and tell them you value their business.

Streamline your business – smarter, faster, better!

- Focus on what you do best – provide a consistent, quality product that your customers can count on.
- Evaluate and update your menu considering the 4P's: profitability, popularity, preparation, and portability.
- Review and reduce your inventory to minimize stand-alone items and excess stock.
- Consider staffing needs to accommodate your dining room capacity, updated menu, and available services.

Expand your services.

- Offer online ordering and payment services for contactless carryout and delivery.
- Create an on-site or virtual "marketplace" to sell signature items, family-style bundles, and take & bake meal kits for do-it-yourselfers.

Reconfigure your space.

- Redistribute tables and seating to reflect social distancing standards, creating a comfortable and safe experience for your guests.
- Avoid lobby crowding by limiting wait area capacity to 1 member per party.
- Designate parking spaces for convenient curbside pickup.

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Call Sysco Marketing Services at 1-800-380-6348 or email info@syscomenuservices.com

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Concierge is here to help.



Sysco Marketing Services is here to help you reimagine your business with the steps for a successful Snap-Back!

As you move forward with reopening or expanding your services, it's important that you strategize your snap-back plan. This includes current safety and social standards, the power of an online and social media presence, and the creativity and resilience of your team!

Our team of associates is available to assist you.

- Understand your local, state, and federal guidelines
- Communicate with your customers
- Streamline your business – smarter, faster, better!
- Rethink your business and expand your services
- Reconfigure your space and implement social distancing measures
- Connect with our service partners to setup a website, online ordering, and delivery services
- Gain access to helpful tools, such as Sysco | Studio

Let's partner to create your menus and marketing.

- Limited menus for dine-in, carryout, and delivery
- Pop Up Shop menus and marketing
- Banners and signage to promote your safety and sanitation protocol
- Customer promotions and social media messaging



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For our *concierge* service, call 1-800-380-6348
or email info@syscomarketingservices.com

For more information about how Sysco can support your business please go to Foodie.Sysco.com/Snapback/

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Takeout Marketing Kit

Choose the marketing pieces that help you best communicate your message.

8.5x11 Menu



11x17 Poster



Social Media Post



10'x2.5' Banner



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Menu tips for takeout & delivery...

Item recommendations:

- Minimize your menu options.
- Feature low labor and high profit items.
- Select those that are easily packaged and travel well.
- Limit your options to 20-30 items.

Additional Suggestions:

- Offer family-size meal options, as well as individual portions.
- Pre-payment over the phone or on-line.
- Include any delivery or service fees and extra costs for disposable containers in the menu price.
- Carry-out: Designate pickup station inside front door or curbside pickup.
- Delivery: Leave items on front porch with text that delivery has arrived.

Let us help you *thrive!*

Sysco Marketing Services can assist you with creating dining room menus, carry-out and delivery menus, posters, table top marketing, and social media messaging.

Step 1: Review suggested messages and determine what you want to communicate to your customers.

Step 2: Customize the content to suit your immediate business and community needs.

Step 3: Submit your request to Sysco Marketing Services by calling **1.800.380.6348** or email at info@syscomarketingservices.com

Be prepared to provide the following information:

- Your message.
- The menu or marketing option you would like to use – menu page, pop up shop menu, carryout/delivery menu, buzz card, poster, table tent, social media graphic.
- Your content to feature – hours, menu items, safety measures, etc.

Step 4: Create marketing pieces and messaging.

We will work with you to create your marketing pieces or you may use [Sysco | Studio](#).

Step 5: Implement your menus and post your messages.



Sysco | Studio

Ask your Sysco Sales Consultant for more information about Sysco | Studio and your user name and password.

If you already have Sysco PORTAL access, you can use that login information at syscostudio.com

iCare partners:

DELIVERY:

- [Uber Eats](#)

CONTACTLESS PAYMENT:

- [Ready Pay](#)

WEBSITE & ONLINE ORDERING:

- [Ordereze](#)
- [Pop Menu](#)

OTHER SERVICES:

For more information about our partners and other resources, visit our website at foodie.sysco.com/snapback/



Design for success

Successful menus begin with Sysco Studio

As an all-inclusive marketing platform, Sysco Studio takes the guesswork out of creating profitable menus by simplifying the process of menu engineering, recipe management and menu design by combining it into one seamless user-friendly tool.






First impressions matter

Make a positive first impression on diners with a smart menu design. Subtle changes and nuances in design can attract and engage customers and drive them toward profitable items on your menu.

At Sysco, your success is our top priority. From menu design and engineering to cost-control and item management, we give you the innovative marketing tools and personalized service you need to reach your business potential. Sysco Studio: *Craft your menu. Build your brand.*

MENU DESIGN MADE SIMPLE

Our design tool features a user-friendly "drag & drop" interface, which makes designing menus and marketing materials easier than ever.

-  Select colors, fonts, images and shapes to customize your designs.
-  Add your logo or import your own images to promote your brand.
-  No restriction on the number of categories or items.
-  Convenient print options allow you to download print ready PDF yourself, or send to a professional print shop.
-  Designs are saved in your account so you can easily make edits as your business grows. To help you design the perfect menu, our Menu Consultants offer live, personalized advice through our chat feature (available during business hours).

Contact Marketing Services at 1-800-380-6348 or info@syscomenuservices.com, or ask your marketing associate.

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Engineered for success

Successful menus begin with Sysco Studio





As an all-inclusive marketing platform, Sysco Studio takes the guesswork out of creating profitable menus by simplifying the process of menu engineering, recipe management and menu design by combining it into one seamless user-friendly tool.

Engineer your menu for maximum profits

Sysco Studio's state-of-the-art system helps you to understand individual menu items' profitability and popularity, allowing you to make strategic decisions about your menu so you never lose out on profits.

BUILD YOUR FOUNDATION

By breaking down individual menu items and understanding their performance, you can create a more engaging menu that brings in more customers and profits.

-  Use guest demand and gross profit to determine your menu mix.
-  Determine item cost and price of recipes using industry standards or your own analysis.
-  Track menu item sales from month-to-month and look for trends and successes.
-  Evaluate menu item profitability explore what-if scenarios to determine potential profits.

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Recipe for success

Successful menus begin with Sysco Studio

As an all-inclusive marketing platform, Sysco Studio takes the guesswork out of creating profitable menus by simplifying the process of menu engineering, recipe management and menu design by combining it into one seamless user-friendly tool.

Profitability begins with a solid recipe





Our detailed recipe tool helps you understand the cost of your menu items so you can build a better menu and price items appropriately to bring in maximum profits.

At Sysco, your success is our top priority. From menu design and engineering to cost-control and item management, we give you the innovative marketing tools and personalized service you need to reach your business potential. Sysco Studio: *Craft your menu. Build your brand.*

KNOW YOUR NUMBERS

Simply enter all your recipe details into our recipe tool and let us do the rest. Our state-of-the-art program is linked to your Sysco Product Guide along with your Sysco Order guide to provide up-to-date pricing and complete costing.

Our recipe tool helps you improve plate consistency and operation efficiency

-  Create recipe cards and develop a kitchen guide with reference photos.
-  Retain consistency across all functions by having a standardized recipe process.
-  Protect your information in a secured system.
-  Improve kitchen staff training and server training with comprehensive recipes and descriptions.

Contact Marketing Services at 1-800-380-6348 or info@syscomenuservices.com, or ask your marketing associate.

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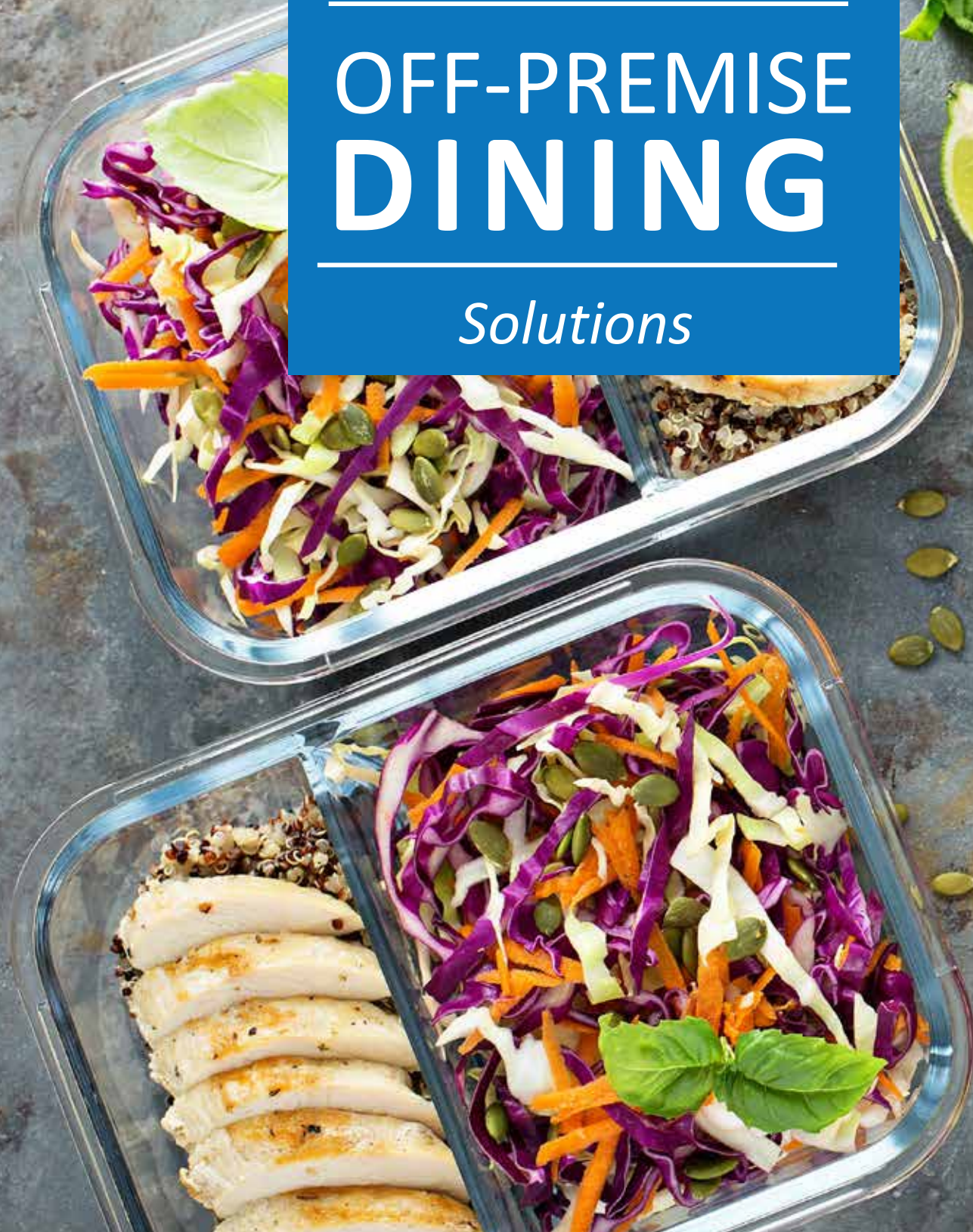




OFF-PREMISE DINING

Solutions

TIPS



For more information about the products listed in this brochure, contact your local Marketing Associate



THIS BROCHURE COVERS:

How to start an off-premise dining program

- **3rd Party Delivery**
- **Curbside Pick-Up**

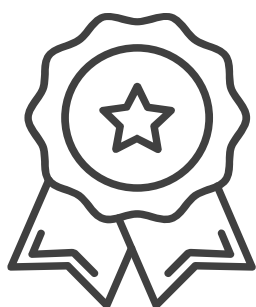
Menu Items that Travel Well

Options for To-Go Ware

Marketing Tips

3 POINTS TO REMEMBER

Creating a to-go program does not have to be complicated. In fact, by following a few key points you and your staff can create a plan that keeps the lights on and serves the community.



FOOD SELECTION

Keep it simple and scalable. Remember not all food travels well.

Consult with your marketing associate on what items travel best.



STAFFING

In crisis situations you will want to retain your best employees. FOH staff can be used for packaging the to-go orders and customer service.

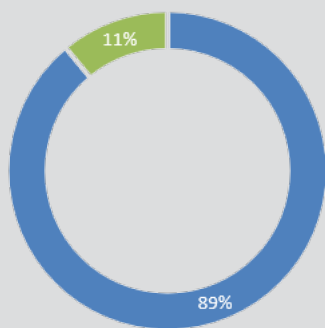


PACKAGING

Choose function over form based on product availability.

**Give yourself a fighting chance,
by developing a plan for success**

WHY OFF-PREMISE DINING?



In a recent Datassential survey, 89% of consumers felt safer eating food from grocery stores and food from home. However, consumers will become bored and soon look for outside sources for meals.

TIPS FOR SUCCESS

“Foodservice operators that can offer a responsible and safe solution should do so recognizing that their true competition during these times is not other restaurants, but the consumer’s own home,” Datassential said in a recent report.

With the outbreak of COVID-19, consumers are more likely to dine off-premise than in restaurants. If a restaurant does not have an off-premise dining program, they can lose vital revenue.

Off-premise dining is a great revenue driver during times of crisis.

Vehicles for off-premise dining include

1. Curbside Pick-Up Service
2. 3rd Party Delivery Service
3. Home Meal Replacements/Family-Style

CURBSIDE PICK-UP OVERVIEW

New terms like social distancing underscore the fact that in these uncertain times, many consumers want to limit the amount of exposure they have with others.

TIPS

RETAINING GREAT EMPLOYEES

Curbside pick-up allows operators the opportunity to give valuable FOH employees important work as they can take incoming orders, package the meals, deliver meals curbside, and process payments. This is a great way to retain valuable FOH employees when dining rooms are empty.

KEYS TO SUCCESS

Your team will need to inspire consumer confidence with each interaction. The following

- Team members should always wear gloves when handling food and interacting with customers.
- Open and close all doors for customers if they choose to come inside.
- Earnestly thank the customer for their business.
- Robust social messaging to engage consumers.
- Create table tents, sluggers, and buzz cards that advertise your services.
- Use functional to-go ware
- Don't be afraid

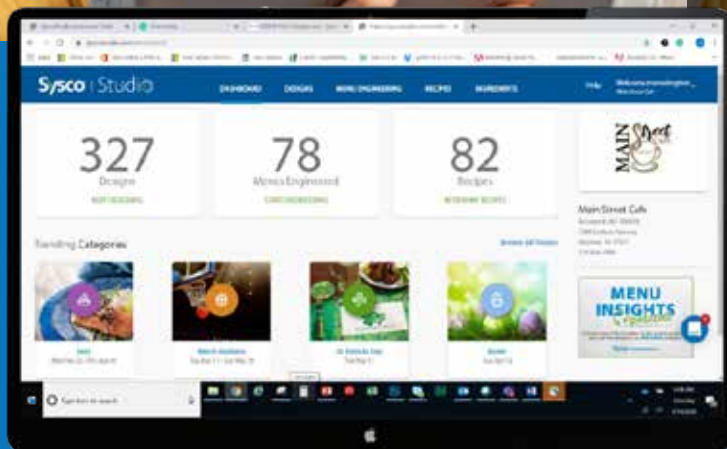
WE ARE HERE FOR YOU...

Be sure to utilize the Sysco Studio tool to simplify the process of menu design, engineering, and management in one seamless, user-friendly tool.

Log in today at www.syscostudio.com

Login today to create:

MENUS - BUZZ CARDS - TABLE TENTS - SLUGGERS



3rd PARTY DELIVERY OVERVIEW

GROW REVENUE BY REACHING NEW CUSTOMERS

Starting your own delivery service does have some benefits; however, using a third-party delivery company has a host of perks that you will want to look at. As consumers grow weary from eating home-cooked meals but are hesitant to venture out, they will be looking for opportunities to get food delivered to them. A study by Zion & Zion revealed that two-thirds of adults between 18-29 used a third-party delivery site in the past 90 days. These apps have a wide reach and can be used as a turnkey marketing tool to reach new customers.

Consider uploading a special menu with pricing that will allow you to cover any associated costs that come with using a third-party delivery company. The amount will depend on the fees associated with the company you choose.

PRO TIP

Do not be intimidated by using new technology. While the process may vary from delivery service to delivery service, the process remains quite simple and efficient. You upload your menu and important information into their platform, and customers will order directly from the smartphone or tablet. You will need to have an expeditor who will receive the orders on your in-house tablet and relay the order to the kitchen staff. As the orders are finalized, your team will package the items to be ready for a driver to come and pick them up to deliver to your customer. Be sure to utilize Sysco Studio to create slugs or buzz cards to be delivered with the order.

THIRD-PARTY DELIVERY







ADVANTAGES

Uses a "closed bag" philosophy – orders are not opened or inspected by drivers; meals are handed from the restaurant to the driver, then from the driver to the customer

Doordash will work with a variety of communication formats to support restaurant owners (for example; email, fax, or the order manager app)

Food delivery and grocery delivery. Postmates delivers grocery products under their 'Fresh' range. The grocery products range from dairy and eggs to poultry, fresh veggies, and baby food. The grocery items are guaranteed to be delivered within a span of 45 minutes

Free to use for its customers, but restaurants may set delivery fees

RESTAURANT COSTS

The service fee is the fee Uber charges restaurants to help cover costs such as credit card fees, support, and much more. Could be up to 30%

Commission per order
+ Advertising commissions

Commission based on pre-tax of products sold (commission rate determined by partner contract)

Commission ranging from 5% to 15%

CUSTOMER COSTS

Cost of food
+ Delivery fee
+ Busy fee
+ Applicable taxes

Cost of food
+ \$.99-\$7.99 delivery fee
+ 7% to 15% service fee
+ Busy fee (when applicable)

Cost of food
+ \$.99 delivery fee
+ \$0 delivery fee for orders \$20+
+ Variable service fee

No surge pricing for Postmates
Unlimited customers

Cost of food
+ Possible delivery fee set by restaurant

Grubhub is free to use

MARKET COVERAGE

Covers 70% of US population

Delivers to more than 600 cities across North America

Delivers to 29 cities with a strong network of 25,000+ network partners.

Covers over 2,200 U.S. cities

Third parties are listed in order of market penetrations.

**Minimum guarantees and delivery/booking fees are often dependent on local market.*



In 2019, DoorDash named these the most popular delivery foods:

1. Burrito Bowl
2. Chicken Tacos
3. Cheeseburger and Fries
4. Pizza
5. Bean Burrito
6. Cobb Salad
7. Chicken Noodle Soup
8. Spicy Chicken Wrap
9. Taco Salad
10. Nachos

FOODS THAT TRAVEL WELL



BURGERS



RICE BOWLS



SOFT TACOS



BURITTOS



PIZZA



FALAFEL



SANDWICHES



PANINIS



PASTA DISHES



LASAGNA



HUMUS



SOUPS



SALADS

SOCIAL MESSAGING

Being socially distant does not mean you can't utilize social media. Develop a robust campaign of simple and positive messages to encourage consumers to use your services. Make sure you stay socially relevant. Below are a few examples of social messaging you can utilize.

Add an image of your signature dish or fan favorite

Don't feel like cooking tonight? We're on all major delivery apps. Check out our menu and place an order today.

Add an image of your signature dish or fan favorite

Let us take care of your dinner tonight! Call 555-555-5555 and place your order. We'll have it ready and convenient to pick up. Just call us when you arrive, and we'll bring it out to your car.

Add an image of your signature dish or fan favorite








Cooped up in your house too long? We're open and would love to serve you. Health and safety is our #1 priority. We've taken these measures to ensure a safe environment:

- Increased hand-washing signage
- Increased hand sanitizing stations
- Reinforced training and cleaning implementation by all associates

Carryout



TIPS

<p>Cutlery Kit F/K/S Salt and Pepper</p>  <p>SUPC Code: 0621999 Brand: Sysco Classic Pack : 1 Size: 250 ct</p>	<p>Container Paper #3 Takeout Kraft</p>  <p>SUPC Code: 1423310 Brand: Earth Plus Pack : 2 Size: 65 ct</p>	<p>Bag Paper Brown With Handle 65#</p>  <p>SUPC Code: 1586918 Brand: Earth Plus Pack : 1 Size: 200 ct</p>	<p>Container Plastic Clear Hinged 8"</p>  <p>SUPC Code: 2310102 Brand: Sysco Classic Pack : 2 Size: 100 ct</p>
<p>Container Plastic 9"x9" 1 Comp</p>  <p>SUPC Code: 7064461 Brand: Sysco Earth Plus Pack : 1 Size: 120 ct</p>	<p>Container Plastic 8"x8" 1 Comp</p>  <p>SUPC Code: 7064539 Brand: Sysco Earth Plus Pack : 2 Size: 75 ct</p>	<p>Container Plastic Deli with Lid 16oz</p>  <p>SUPC Code: 8018838 Brand: Deltaliner (Newspring) Pack : 1 Size: 240 ea</p>	

You may find your operation in need of a to-go service quickly. Here are some best practices and an easy-to-follow checklist to drive the successful and rapid implementation of a to-go program that will help your operation maintain profitability.

BEST PRACTICES

Select your to-go menu

- Simplify your offerings
- Select food that travels well and will look and taste good in 15-30 minutes

Choose your packaging solutions

- Utilize products that travel well and maintain food integrity
- Identify items most applicable to your menu offering
- Incorporate packaging expenses through operational food costs or add a to-go fee on the bill

Develop a designated to-go area

- Choose a bar area, hostess area or separate space
- Doing so helps reduce operational challenges while servicing others
- Designate parking spots or area for quick in and out

Develop to-go operational systems

- Establish how to execute ordering processes and ease of payment
- Implement an in-house or third party delivery service
- Staff training on to-go systems and procedures

Develop your to-go marketing plan

- Utilize social media platforms to spread awareness

CHECKLIST FOR DRIVING SUCCESS

☐ Take out or delivery

- Must be noted on the ticket

☐ Kitchen Line

- Create and package to-go food order

☐ All other to-go packing items

- Items included within the "to-go" designated area are:
 - Containers
 - Cutlery
 - To-go bags
 - Cups and lids
 - Straws
 - Portion cups
 - Containers for sides
 - Napkins
 - Condiments

☐ Finished Order

- Take to designated to-go station
- Each container should be labeled with the following:
 - Item name
 - Date and time of preparation
 - Tamper-evident sticker
- Employee checks completed order into system
- Order is listed as ready for pick-up or delivery
- Customer or delivery driver takes food to complete order

☐ Program Evaluation

- Continuously evaluate sales impact
- Determine policy and procedural changes as needed





HOW TO TAKE IT *Curbside*

If you're looking to offer your customers another pick-up option, enabling curbside service might be an effective way to do so. You'll be offering yourself and your patrons extra piece of mind and be able to quickly and efficiently provide to-go meals without extra delivery staff.

PLAN FOR EFFICIENCY

Reserve a few parking spots near your front door for curbside pick-up only that ensure those customers have a convenient place to park and staff can easily find them. This also advertises your curbside service to other customers. Any curbside parking spot should be near a window and easily accessible to your designated pick-up area. If you can't allocate spaces near the door, consider installing a security camera in the parking lot and a monitor at the curbside station so your staff knows when customers have arrived.

SELECT APPROPRIATE PACKAGING

It's worth spending a little extra on quality carryout containers to make sure hot foods stay hot, cold foods stay cold and liquids stay in containers. It helps preserve the guest experience all the way home. Containers also offer valuable advertising space and a small investment in printing can extend your brand recognition beyond your parking lot.

MARKETING IS CRUCIAL

Use your website and social media presence to spread the message your operation offers a curbside service. If you have a contact distribution list, sending out email blasts with service details and special offers, like a certain percentage off their first curbside order, can help get your customer base utilizing the service and telling their friends.

STRUCTURE YOUR STAFF

Service is key to generating repeat curbside business. It's best to dedicate staff to take orders, watch for arrivals and deliver food to cars. Train employees to note the make, model and color of customers' cars when taking orders so curbside staff can identify them when they arrive. Staff delivering food should use gloves.

ENSURE SPEED & EFFICIENCY

It's imperative to minimize trips back into the restaurant, so make sure your curbside staff is offering credit card payment at the point of order, as well as taking payments at the car with a secure, wireless credit card terminal or mobile payment app on a mobile device or tablet. Limit the use of cash transactions to keep your staff safe and responsive.

THIRD PARTY DELIVERY

While there is a nominal cost to partnering with third party delivery services, doing so can help create a smooth process without adding extra staff or over-burdening your current employees. You're also reaching potential customers who may use these services on a regular basis but are not connected to your operation currently.



Restaurants and delivery services offer a vital alternative to those who are at home but are unable to make their own meals. It can also keep your business profitable without significantly raising operation costs or forcing you to expand your facility. When your only option is carry out, consider the following as you package a successful program. If order is being handed to the customer or curbside, gloves should be used.

FACILITATE EASY ORDERING

It's critical to know what ordering methods appeal to your customers. The most common ordering methods are online and by phone. You can also receive orders via text-message and restaurant apps on mobile devices; this is especially popular with teens and young adults. Your online menu must be accurate on all online platforms.

MONITOR ACCURACY

You have one chance to get the order right. Utilize an accurate order-entry system, such as POS software, and continuously teach staff to complete tasks correctly and efficiently the first time. Check for accuracy during and after order production. Ensure the food is what the customer wanted. Verify that every item the customer ordered is present, like bread, sides, napkins and utensils. Go over the order with the customer when they pick up whenever possible.

USE STURDY PACKAGING

Takeout packaging must maintain the quality and integrity of your food. Containers should be durable, prevent leaking and resist breaking. Food items and utensils should be correctly packed and stacked in bags or boxes. Packaging that allows for reheating is another big plus. Keep in mind items that may be heavy, oddly-shaped, saucy or need to stay crispy. Take note of appropriate cutlery kits and opt for those that are wrapped instead of loose. Add a moist towelette to every order and show that you are making an effort of safety and peace of mind.

MAINTAIN FOOD SAFETY

Hold food at safe temperatures until the customer picks it up. Keep hot foods separate from cold ones. Ensure that food will remain at safe temperatures during transport as well. Provide customers with clear instructions on how to store and reheat food. Placing 'use by' date stickers on all packages and containers is helpful, too.

PUT THOUGHT INTO THE MENU

An easy-to-read, audience-centric menu is crucial. The menu should include all food choices that can be transported safely and easily, variety and affordable price points. Go through your existing menu and determine which dishes travel the best, are easy to replicate effectively and find a vessel that will facilitate these items.

ASSIGN THE RIGHT PERSONNEL

Schedule staff appropriately. Assign specific roles for taking orders, processing payments, monitoring quality control and, if necessary, delivering orders. Customer-contact personnel should be prepared to address customer concerns, as well as advise how to store and reheat food. Staff whose primary duties may not be utilized at their fullest should be trained to answer phones, expedite orders and running food.

GROW THROUGH BRANDING, MARKETING & SALES

Takeout provides a great opportunity to market your brand and your business, as well as to drive revenue. Many of your neighbors will want to patronize local businesses during these uncertain times. Make it easy, as this will help drive revenue and get food into homes. Consider branding your takeout packaging with your company logo and tagline or marketing messages. Market and promote the service on your website and social channels. Keep track of all contact information for customers who order online, by phone, and on mobile to facilitate marketing directly to those existing customers.

SET UP A TAKE OUT AREA

Consider having a separate counter or parking area for takeout orders. Treat it as its own business with clear, proper signage. If there's not enough space for a separate area, you might use the end of the bar. Make sure those who picking up | go to get their orders.



Beverage Offerings to Snap-Back

As you revise your menu to snap-back, don't forget the beverages! Alcohol sales in the month of March increased by 243% year over year! Below are some tips for you to successfully integrate beverage offerings into your Snap-Back menu.

WHY FOCUS ON BEVERAGES?

Alcoholic beverage sales are a great opportunity for restaurants to:

- **Monetize existing inventory**
- **Differentiate from competitors and attract orders**
- **Increase check averages**
- **Provide convenience to consumers**
- **Deliver a complete dining experience**



WHAT ARE CONSUMER PREFERENCES DURING THIS TIME?

Recently, over one third of diners purchased alcohol with their food orders, with 24% being delivery orders and 15% takeout.

WHAT YOU NEED TO KNOW TO SUCCESSFULLY INCORPORATE BEVERAGES INTO YOUR SNAP-BACK MENU?

- Be aware of the regulations – in many cases the allowance of off-premise alcohol sales is temporary. *
- Prioritize compliance and safety – ensure your staff is trained and complies with all regulations. ID validation is critical.
- Understand what close competitors are doing – explore what other restaurants in the area are offering to customer and incorporate to your menu when possible. Find creative ways you can differentiate from them.
- Plan your beverage menu – assess your beverage inventory and decide if you will offer wine by the bottle or beer by the pack. Or if you will only offer prepared beverages. Think how you can incorporate beverage pairings to your top selling menu items to drive sales.

HOW TO IMPLEMENT?

Now is the perfect time to review your beverage offerings to boost your sales! Review your menu, select perfect beverage pairings, create special offers, and communicate to your customers.

- **Get Creative** – with your dine-in beverage menus by offering themed cocktails, special wine and beer pairings, and offers.
- **Beverages To-Go** – demand for take-out and delivery service is not going anywhere soon! Continue to offer beverages through these off-premise occasions with special beverage bundles, cocktail kits, and your famous house drinks to-go.
- **Get the word out** – don't forget to communicate your beverage offering to your customers. Use your social media channels to get the word out on special offers and make sure to update your online and third-party menus with your latest beverage offerings.

* **Make sure to consult your local authorities to ensure you are complying with all the latest alcohol sales regulations.**



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Nourish the Kids to *Snap-Back* **Sysco** At the heart of food and service

TIPS

Catering to kids is an excellent tactic for gaining business and increasing check size, especially with most schools being closed during this time and as we go into summer. How parents and kids perceive their experience at your restaurant could have a great impact on their choices. Look into boosting your business by offering a unique family experience to Snap-Back.

WHAT STRATEGIES CAN YOU FOLLOW TO BOOST FAMILY LOYALTY?

- **Find the sweet spot between what parents feel good about feeding their children and meals that kids will enjoy.** Parents are looking for wholesome options for their children. Making kids' nutrition part of your mission is meaningful to parents when making restaurant choices.
- **Offer a free kids' menu item** with the purchase of an adult meal for in house dining or a free cookie or brownie for takeout and delivery. Parents may be more inclined to choose your restaurant if they know that their kids meal or treat will incur no additional cost.
- **Offer kid-centered experiences.** Make your own pizza kit for kids or bake n' decorate kits which include instructions, crayons and a coloring sheet can be a great way to engage with the little ones.
- **Make Mom's life easier.** Many families now face new challenges: how do we care for our children while working and schooling at home? Become a partner to solve demanding family struggles such as providing a week-long supply of nutritious lunches and snacks for pickup or delivery.



Looking into kids' offerings with fresh eyes to drive traffic and boost sales
can be a great way to *Snap-Back!*



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For more ideas visit us at
foodie.sysco.com/snapback

Feed the Senses to *Snap-Back* Sysco®

At the heart of food and service

HOST VIRTUAL TASTINGS FOR YOUR GUESTS

For the past weeks diners have been missing in-person experiences and a sense of normalcy, but you can help them bring home some of their favorite moments! Host a live tasting event where you guide customers through insights on special pairings for the night. These can range from a wine tasting or making their own charcuterie boards, to cocktail demos from their favorite bartender. This allows you to provide your guest with a fun experience while generating more sales for your business.

WHAT KIND OF TASTINGS CAN YOU HOST?

- Virtual wine tastings
- Wine and cheese pairings
- How to make your own charcuterie board
- Cocktail demos



HOW TO IMPLEMENT?

- Select a date to host the live tasting and communicate it in your social media channels and website. If you will only make this available to a limited number of customers, make sure to announce this as well.
- You can host the live tasting to a limited number of participants via a videoconferencing tool (e.g. Zoom, Microsoft Teams) or leverage your social media audience by hosting a live stream in Facebook or Instagram. A live stream is a very interactive option where participants can easily join the conversation via comments or reactions (e.g. likes, emojis) and allows you to reach a broader audience.
- Prepare a special menu with all the elements that your customers will need to participate in the tasting. Make this menu available for delivery or curbside pickup orders.
- Include printed instructions in the kit or post them on your social media, website, or send via email. You should remind customers of the live tasting time, what they will need, and a brief overview of what the tasting will include.
- For every tasting kit purchased you can offer a coupon (e.g. \$10 off, 10% off, their next order or visit).



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Let's Celebrate to Snap-Back



HOST VIRTUAL CELEBRATIONS FOR YOUR CUSTOMERS

Restaurants are a place to celebrate and dining out is not just an ordinary occasion. Now more than ever, diners want to experience the good times at the dining table and celebrate special occasions with their loved ones at home. Offer your customers the opportunity to celebrate, even while at home, just as they would at your establishment. This is a great opportunity to show them that you care and miss them at your restaurant.

WHAT TO CELEBRATE?

- **Birthdays** – offer a special birthday dessert in your menu. Prepare a special video from your staff with your signature “happy birthday” song.
- **Kid’s Birthdays** – offer a free kid’s menu for the birthday girl or boy, make your own pizza kit, cookies, cake or cupcake baking kit.
- **Graduations** – many graduates are missing out on a live graduation. A kit to celebrate at home and a video from your staff will make them feel extra special.
- **Anniversaries** – dinner for two with wine pairings.



HOW TO IMPLEMENT?

- **Offer special items or even a meal kit in your menu for celebrations.**
This can include — “Make-Your-Own” kits for pizza, tacos, sushi, special desserts or ready-made special meals. Don’t forget to include drink and wine pairings so your customers can cheer to the occasion.
- **Include candles and a signed card in birthday orders.**
- **Have your staff record a video with your signature “happy birthday” song,**
just like they would in-person, congratulating graduates or sending well wishes on an anniversary.
- **Offer live streams of a birthday song once or twice per week for people celebrating to join the fun live.**
Offer parents birthday bundles to place orders for their child’s friends and celebrate together virtually.
- **Incorporate your loyalty program.** If you have a loyalty program already established, send birthday reminders and coupons to make sure your customers plan an order.



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Re-engage with your Customers to *Snap-Back*



PROVIDE VIRTUAL EXPERIENCES FOR YOUR GUESTS

With people spending more time at home, they are finding new hobbies and activities to entertain themselves. This is a great opportunity for you to offer unique experiences for foodies who are missing going out to their favorite restaurants. Through a virtual experience you will be able to engage with your customers, win their loyalty, and keep generating sales to keep your business afloat.

WHAT KIND OF EXPERIENCES CAN YOU HOST?

- **Cooking class** – show your chef's talent by having them host a cooking class of one of your famous menu items.
- **Mixology class** – your loyal customers are sure missing their local bartender! Host a mixology class paired with their favorite appetizer sampler.
- **Live music** – ambiance is a huge part of the dining experience. Partner with a local performer to host a livestream of live music, diners can tune in as they enjoy a to-go meal from your restaurant at their table.
- **Kitchen virtual live tour** – this is where the magic happens and an area that customer not always get to see. Now is a great time to showcase your spotless kitchen by highlighting the precautions you are taking to continue delivering the most delicious, yet carefully prepared, food.
- **Themed party** – Re-energize your guests with some fun by hosting a virtual game night, trivia night, or tap into trending shows and movies that have a large fan base and create themed food and drink recipes that viewers can make at home.



HOW TO IMPLEMENT?

- Select a date to host the live cooking class or virtual tour and communicate it on your social media channels and website. If you will only make this available to a limited number of customers, make sure to announce this as well.
- You can host the class or tour to a limited number of participants via a videoconferencing tool (e.g. Zoom, Microsoft Teams) or leverage your social media audience by hosting a live stream in Facebook or Instagram.
- Prepare a special menu with all the elements that your customers will need to participate in the themed experience. Make this menu available for delivery or curbside pickup orders.
- Include printed instructions in the kit or post them on your social media, website, or send via email. You should remind customers of the live tasting time, what they will need, and a brief overview of what the tasting will include.
- For every virtual experience you can offer a coupon (e.g. \$10 off, 10% off, their next order or visit).



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Sysco Discounts FROM UBER EATS

Sign Up Here!



Restaurants are telling us they need delivery now more than ever, so we've added to our special offer for Sysco customers to make it easier and cheaper for new restaurants to give delivery a shot.

Sysco customers who sign up will receive:

- Waived activation fee (\$350 savings)
- 10 additional photos in the app (\$250 value)
- 0% fee for customer pickup orders (limited time only)

Referrals must be submitted here - <https://ubr.to/sysco> or by using the QR code above.
Offer available to locally owned and independent restaurants.

Uber Eats offers three ways for restaurants to support their customers at this time:

- Customer pick up (fee is reduced to 0%)
- Restaurant uses their own delivery staff
- Uber full-service delivery

Tips for Safer Food Deliveries

Eaters and drivers should follow these tips to minimize contact:

- **"Leave at Door" Delivery:** Uber Eats customers have the option to use delivery notes to communicate how they'd like their orders delivered. They may include a note like "Please leave my order at the door" or "Ring my doorbell and leave in the lobby." You can see these instructions in the app under 'customer note' once you arrive at their location.
- **Helping affected drivers and delivery people:** Any driver or delivery person who is diagnosed with COVID-19 or is individually asked to self-isolate by a public health authority will receive financial assistance for up to 14 days while their account is on hold. We've already helped drivers in some affected areas, and we're working to quickly implement this worldwide.
- **Additional tips can be found [here](#).**

For more information about how Sysco can support your business please go to Foodie.sysco.com/snapback





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Sysco Exclusive Offer FROM GIFTFLY



Sysco has partnered with GiftFly to bring you the fastest, most convenient custom digital gift card program - for FREE*

- Free to sign up
- Fast & easy to integrate
- Customized for your business
- You get paid the next day!

**CREATE YOUR OWN GIFT CARD PROMOTIONS
& INCREASE YOUR REVENUE OVERNIGHT!
SIGN UP FOR FREE TODAY!**

www.giftfly.com



*Giftfly has agreed to waive their fee indefinitely

For more information about how Sysco can support your business please go to Foodie.sysco.com/snapback

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Sysco Exclusive Offer FROM MOVING TARGET



We're not just an agency. We're your marketing team!

At Moving Targets, we work to gain a deep understanding of your restaurant and your guests to create campaigns that captivate audiences, incite action and drive results.

We find the people that you should be talking to and deliver your marketing message to them at the perfect time, allowing you to gain new customers, build meaningful relationships, and strengthen customer loyalty, leading to increased profits.

To help your restaurant through the COVID-19 crisis, now through the end of June:

- **25% Off** Any New Resident and Birthday Letter Direct Mail Campaign
- **10% Off** Any Postcard Direct Mail, Email Marketing, Social Media and Geofencing Campaign
- **Waive the setup fee** on all Digital Campaigns

Want to see what Moving Targets' location-based mobile advertising can do for your business? Our experts are excited to help you get started using our direct mail and geofencing technology to target your competitor's customers and grow your restaurant!

Please call 1-800-380-6348 or email info@syscomenuservices.com

**For more information about how Sysco can support
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Offers FROM POPMENU



We provide restaurant owners with a simple and effective solution to consolidating tools and resources and reducing marketing spend. We build you a website that your guests will love, and where you'll be able to manage your menus, send emails, integrate with Google My Business, publish social posts, hook up online ordering, sell gift cards, and so much more!

- Specifically due to your Sysco relationship, you will be guaranteed a discounted rate of only **\$169/month** per single location and **\$75/month for additional locations**.
- Waiving fees for a minimum of 45-60 days to alleviate financial pressure off of independent restaurant owners during this challenging time.

Features & Services:

- Online ordering visibility
- Smart emails + social posts
- Real-time menu management
- Photo + review approval
- No setup fee
- Stress-free marketing
- We handle the entire build
- So much more

For more information:

Call 1-800-380-6348 or email info@syscomenuservices.com

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Sysco Exclusive Offer FROM READY - CONTACTLESS ORDERING



READY CONTACTLESS ORDERING

Let your guests tell you what they want, from where they are and how they'd like it to get to them. Via URL, a tap or scan of a Ready code they can access your menu and pay on their phone in minutes. We provide fast and flexible contactless ordering for all kinds of venues. We integrate directly with your POS and can cater to any workflow. From your dining room, their car, to ordering ahead of time.

No wait. No app. No sign-up.

Ready supports Virtual Kiosk for contactless pick-up and Virtual Drive Thru for in car delivery. It's a flexible, fast and low cost solution for venues searching for first party ordering. A scan or tap on a code nearby connects them to your menu, so they can submit and receive their order.



Go to ReadyDemo.co
or scan the QR code
and get a preview of
the Ready experience.

Want more information? Contact us:
1-800-380-6348 or info@syscomenuservices.com

Curbside Ordering



Kiosk Ordering



Allow your guests to
order via "virtual kiosk"
for delivery to their seat;
whether it be in your
restaurant, a stadium or
their hotel room!

At Table Ordering



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Sysco Exclusive Offers FROM STAPLES



Print and Marketing Services

Staples is offering a series of complimentary Print & Marketing services to help support individuals and businesses during this difficult time.

20-30% Sysco Exclusive Discount when ordering through link below

Curbside pickup – Call your local store in advance to have your supplies ready. Available in most stores.

Buy online, pick up in store – Get what you need, same day.

Free delivery, no minimum – What you need, where and when you need it.

While Sysco Marketing is creating your new menu:

1. Register with Staples at this special link for your discounted pricing:
<https://register.staplesadvantage.com/doRegister?RegFormId=FwpDfh>
2. Once you have received your completed menu from Sysco, return to www.staplesadvantage.com using your new username and password. Refer to the user guide for steps to place your order.
3. Create your menu order and check out!

Support from On-site Print & Marketing Services:

Contact your local store for availability of services.

- 50 complimentary black & white copies
- Complimentary support for restaurants shifting to takeout menus
- 30 minutes free on computer workstations (cleaned thoroughly between uses)
- Complimentary CDC poster printing (where available)

For direct service:

printsupport@staples.com | (888) 535-1672

For questions about the program:

Tim.Hoesel@Staples.com

For more information about how Sysco can support your business please go to Foodie.Sysco.com/Covid





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Sysco Exclusive Offer FROM CMSTEXT



In light of recent events, Sysco and CMSText are teaming up in an effort to help our restaurant partners increase their business. For a limited time, we are discounting our services to help get you through these next few months.

- Quick start promotional **\$149 fee waived** for Sysco customers
- Monthly fee reduced from ~~\$69 a month~~ to **just \$39 a month!**

Why Choose CMSText:

- Low monthly fee
- Unlimited text messages
- 24/7/365 customer support
- Personal Account Managers

Mobile Text Marketing from CMSText:

- Increase carry-out and delivery orders
- Create and send mobile text offers in minutes
- Redemption rate from 10%-30%
- Month-to-month plans, NO long term contracts
- Average \$42 ROI for every dollar spent

For More Information:

Call 1-800-380-6348 or email info@syscomenuservices.com

For more information about how Sysco can support your business please go to Foodie.sysco.com/snapback





Keep Revenue Coming Through The Door

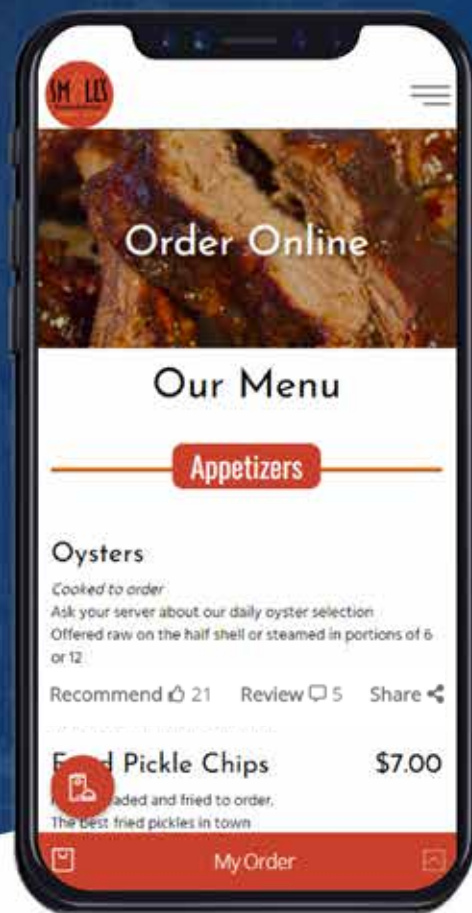
A Fully-Customized Online Ordering System Built for Restaurants



Setup fees waived for Sysco Customers during this potentially difficult time.



Fee is 5% of orders **UP TO \$199** with monthly cap.



Own Your Customer Base & Your Profits

Beware of 3rd party apps charging **20-30%**. Outside ordering companies do not care about your brand or your customers' loyalty to you.

Ordereze can help *your* customers patronize *your* restaurant more often.



Bluetooth & Thermal
Printer Compatible



Generate Orders
Through Wifi Triggers



Easily Manage Orders
Through Our App



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GRAB&Go





Innovation extends beyond ingredients. With the COVID-19 pandemic causing operators across the country to cease dine-in services for the foreseeable future, the opportunity to offer portable, prepackaged grab and go items can be a profitable solution to navigate the current shift in foodservice operations. As many operators are dealing with reduced staff, you'll find these labor-saving grab and go items easy to incorporate into your operation.

Although authorities are restricting dine-in services across the country, these grab and go items offer conveniently delicious options that are ready to use for to-go, delivery, and third-party delivery services. To help reduce the spread of Covid-19. Remind your staff to wear gloves when handling food items, even pre-packaged grab and go items, including handing the bags to customers as this helps to promote consumer confidence.

Check with your Marketing Associate for local availability.



Individually Wrapped Cookies from Baker's Source



Individually wrapped cookies from Baker's Source offer a safe, turnkey option that is consistently delicious to operators who want to satisfy their customer's cravings for something sweet. Inspire consumer confidence as these pre portioned cookies are individually wrapped.

Our one-ounce cookies offer great flavor in a smaller portion. They are available in Chocolate Chip, Oatmeal Raisin, Peanut Butter, and Sugar Cookie varieties.

The three-ounce size offers a soft and chewy gourmet option. Each cookie also features a scannable label that contains nutritional and ingredient information making them a perfect choice for a grab and go retail offering. Maximize your profits with these large cookies. Available in Chocolate Chip, Snickerdoodle, Chocolate Chip Macadamia Nut, Oatmeal Raisin, Peanut Butter with Reese's Pieces® and Chocolate Chip with M&Ms®.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
COOKIE CHOCOLATE CHIP CLEAR INDIVIDUALLY WRAPPED	0099117	144	1 OZ	BAKERS SOURCE
COOKIE OATMEAL RAISIN CLEAR INDIVIDUALLY WRAPPED	0099806	144	1 OZ	BAKERS SOURCE
COOKIE PEANUT BUTTER CLEAR INDIVIDUALLY WRAPPED	0099816	144	1 OZ	BAKERS SOURCE
COOKIE SUGAR CLEAR INDIVIDUALLY WRAPPED	0105789	144	1 OZ	BAKERS SOURCE
COOKIE CHOCOLATE CHIP CLEAR INDIVIDUALLY WRAPPED	0105831	48	2 OZ	BAKERS SOURCE
COOKIE CHOCOLATE CHIP CLEAR INDIVIDUALLY WRAPPED	0105985	48	3 OZ	BAKERS SOURCE
COOKIE SNICKERDOODLE CLEAR INDIVIDUALLY WRAPPED	0106007	48	3 OZ	BAKERS SOURCE
COOKIE WHITE CHIP MACADAMIA CLEAR INDIVIDUALLY WRAPPED	0106011	48	3 OZ	BAKERS SOURCE
COOKIE OATMEAL RAISIN CLEAR INDIVIDUALLY WRAPPED	0105991	48	3 OZ	BAKERS SOURCE
COOKIE PEANUT BUTTER CLEAR INDIVIDUALLY WRAPPED	0106027	48	3 OZ	BAKERS SOURCE
COOKIE M&M CLEAR INDIVIDUALLY WRAPPED	0106033	48	3 OZ	BAKERS SOURCE



Individually Wrapped Muffins & Danishes from Baker's Source

Crafted with premium ingredients, these high-quality and individually wrapped ready-to-eat muffins and danishes have a delicious taste that maintains its flavor and freshness. To reduce time and labor, conveniently thaw and serve these muffins in a variety of applications all through the day.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
MUFFIN BLUEBERRY INDIVIDUALLY WRAPPED	1616960	24	4.25 OZ	BAKERS SOURCE
MUFFIN BANANA NUT INDIVIDUALLY WRAPPED	1616978	24	4.25 OZ	BAKERS SOURCE
MUFFIN ASSORTED BLUEBERRY BANANA INDIVIDUALLY WRAPPED	7813114	24	4.25 OZ	BAKERS SOURCE
MUFFIN CHOCOLATE CHIP DOUBLE INDIVIDUALLY WRAPPED	7813332	24	4.25 OZ	BAKERS SOURCE
DANISH PASTRIES ASSORTED INDIVIDUALLY WRAPPED	2118418	24	3 OZ	BAKERS SOURCE
DANISH PASTRIES ASSORTED MINI INDIVIDUALLY WRAPPED	2140141	60	1.25 OZ	BAKERS SOURCE

Individually Wrapped Waffle from Sysco Classic

Add variety, value and innovation to your grab-and-go options while delivering mouthwatering flavor, aroma, and texture in every bite. These individually wrapped, 7-inch round Belgian waffles are light and crisp with a sweet vanilla flavor that is consistent in freshness and offer a convenient way to customize you grab-and-go offerings with fresh fruits and toppings.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
WAFFLE BELGIAN ROUND BAKED 7" INDIVIDUALLY WRAPPED	6794028	36	5 OZ	SYSCO CLASSIC



Individually Wrapped Sandwiches from Block & Barrel



Individually wrapped breakfast sandwiches are a convenient and versatile grab-and-go item that's adaptable across the menu from stand-alone offerings to unique flavor options that can enhance your breakfast offerings throughout the day. Frozen and ready to heat and serve offers consistency as well as time and labor savings allowing you to bake what you need with no waste.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
CHEESE CHEDDAR MILD MINI YELLOW INDIVIDUALLY WRAPPED	0099117	96	.75 OZ	BLOCK & BARREL
SANDWICH BAGEL EGG CHEESE SAUSAGE INDIVIDUALLY WRAPPED	3365145	24	6.1 OZ	BLOCK & BARREL
SANDWICH BISCUIT SAUSAGE INDIVIDUALLY WRAPPED	3381050	24	3.6 OZ	BLOCK & BARREL
SANDWICH BISCUIT SAUSAGE EGG CHEESE INDIVIDUALLY WRAPPED	3381092	24	6.4 OZ	BLOCK & BARREL
SANDWICH BISCUIT BACON EGG & CHEESE INDIVIDUALLY WRAPPED	3390887	24	5.6 OZ	BLOCK & BARREL
SANDWICH STUFFED HAM CHEESE INDIVIDUALLY WRAPPED	1220581	24	4 OZ	BLOCK & BARREL
SANDWICH STUFFED PEPPERONI READY-PREPARED HOT POCKET	1220599	24	4 OZ	HOT POCKETS

Individually Wrapped Snack Sticks from Block & Barrel



Add these high protein snacks to your grab & go assortment! Available in four flavors: Teriyaki, Beef & Pork, Sriracha Beef & Pork, Pepper Jack Turkey and Beef. Fully Cooked, No MSG and 0 trans-fat per serving.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
BEEF PORK TERIYAKI SNACK STICK	7063056	2	26 CT	BLOCK & BARREL
BEEF PORK SRIRACHA SNACK STICK	7063061	2	26 CT	BLOCK & BARREL
BEEF SNACK STICK	7063055	2	26 CT	BLOCK & BARREL
TURKEY STICK PEPPER JACK SNACK	7065381	2	26 CT	BLOCK & BARREL



Individually Wrapped Potato Chips from Block & Barrel



Made with the utmost regard to quality and flavor. Our crispy, savory, crave-able potato chips are a perfect complement to any deli sandwich, hamburger, hot dog or panini. We challenge you to eat just one! Available in Thin, Ripple, Kettle and Corn Chips in a wide variety of flavors.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
CHIP POTATO ORIGINAL KETTLE	2766104	48	1.5 OZ	BLOCK & BARREL
CHIP POTATO SWEET MAUI ONION KETTLE	2766148	48	1.5 OZ	BLOCK & BARREL
CHIP POTATO BARBECUE KETTLE	2766180	48	1.5 OZ	BLOCK & BARREL
CHIP POTATO JALAPENO KETTLE	2766190	48	1.5 OZ	BLOCK & BARREL
CHIP POTATO VARIETY KETTLE	2766242	48	1.5 OZ	BLOCK & BARREL
CHIP POTATO RIPPLE	7073977	70	1 OZ	BLOCK & BARREL
CHIP POTATO BARBECUE	7073981	70	1 OZ	BLOCK & BARREL
CHIP POTATO SOUR CREAM AND ONION	7074348	70	1 OZ	BLOCK & BARREL
CHIP CORN	6086340	90	1.25 OZ	BLOCK & BARREL





Individually Wrapped Assorted Snacks

We love to snack! Peanuts, Popcorn, Candy and more. Snacking is the new normal in which consumers eat. Three identified times are turning into 6-7 smaller meals per day. Add snacks to your operation for more grab & go options. Individually wrapped products are free of contamination.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
SNACK CHEESE CRNCH HOT LIM XVL	4259030	28	3.1 OZ	CHEETOS
SNACK CHEESE CRUNCHY BAKED	6787085	64	1.5 OZ	CHEETOS
SNACK CHEESE CRUNCHY BKD WHLGR	4360762	104	.88 OZ	CHEETOS
SNACK CHEESE CRUNCHY HOT XVL	1593803	28	3.3 OZ	CHEETOS
SNACK CHEESE CRUNCHY SINGLE-SERVING	8083040	104	1 OZ	CHEETOS
SNACK CHEESE CRUNCHY XVL	1522683	28	3.3 OZ	CHEETOS
SNACK CHEESE FANTASIX CHILI	5261708	104	1 OZ	CHEETOS
SNACK CHEESE FLAMIN HOT BKD WG	4360776	104	1 OZ	CHEETOS
SNACK CHEESE JMBO PUFFS	4259051	21	2.5 OZ	CHEETOS
SNACK CHEESE PUFF JUMBO	3387097	64	1.3 OZ	CHEETOS
SNACK CHEESE PUFF SIMPLY WHITE	7052264	64	1.25 OZ	CHEETOS
SNACK CHEESE PUFFED REDUCED FAT WHOLE GRAIN HOT	2255804	72	1 OZ	CHEETOS
SNACK CHEESE PUFFS JUMBO BAKED	4907550	88	1 OZ	CHEETOS
SNACK CHEESE WHITE CHEDDAR CRISP POPPABLES	9902688	64	1 OZ	LAYS
SNACK BAR BERRY MEDLEY SPECIAL K	33345640	8	12 CT	KELLOGGS
SNACK BAR CARAMEL ALMOND SEA SALT	2927210	6	12 CT	KIND LLC
SNACK BAR CEREAL RICE KRISPIES WHOLE GRAIN	2880189	80	1.4 OZ	KELLOGGS
SNACK BAR CHOCOLATE DARK CHERRY CASHEW	1185855	6	12 CT	KIND LLC
SNACK BAR CRANBERRY ALMOND PLUS	7942978	6	12 CT	KIND LLC
SNACK BAR DARK CHOCOLATE NUT SEA SALTED	1367210	6	12 CT	KIND LLC
SNACK BAR FRUIT & NUT DELITE	8421560	6	12 CT	KIND LLC
SNACK BAR GRANOLA ALMOND SWEET AND SALTY	5056757	128	1.2 OZ	NATURE VALLEY
SNACK BAR GRANOLA OATS 'N HONEY	3660370	108	1.5 OZ	NATURE VALLEY
SNACK BAR GRANOLA PEANUT SWEET AND SALTY	4888500	128	1.2 OZ	NATURE VALLEY
SNACK BAR GRANOLA TRAIL MIX FRUIT	6662415	128	1.2 OZ	NATURE VALLEY



Individually Wrapped Assorted Snacks Continued

DESCRIPTION	SUPC	PACK	SIZE	BRAND
SNACK BAR GRANOLA VARIETY 3 FLAVOR	7082091	1	70 CT	NATURE VALLEY
SNACK BAR GRANOLA VARIETY PACK	6056741	120	1 OZ	NATURE VALLEY
SNACK BAR PEANUT BUTTER DARK CHOCOLATE	2640221	6	12 CT	KIND LLC
SNACK BAR PRO SPECIAL K PEANUT CHOCOLATE	6198349	6	CT	KELLOGGS
SNACK BAR PRO SPECIAL K STRAWBERRY	7205741	48	1.5 OZ	KELLOGGS
SNACK BAR PROTEIN CHOCOLATE CHIP	3242151	12	2.8 OZ	GATORADE
SNACK BAR PROTEIN POPPER CHOCOLATE	7113134	24	2 OZ	NEKTER
SNACK BAR RICE KRISPIES DOUBLE CHOCOLATE	8056970	4	20 CT	KELLOGGS
SNACK BAR RICE KRISPIES MINI	8487989	1	600 CT	KELLOGGS
SNACK BAR RICE KRISPIES TREAT	7558299	4	20 CT	KELLOGGS
SNACK BAR RICE KRISPIES TREAT	7451305	5	12 CT	KELLOGGS
SNACK BAR SPECIAL K PROTEIN ASSORTED	2668935	4	8 CT	KELLOGGS
SNACK CHIP BANANA NATURAL	7043725	8	6 CT	BARE FRUIT
SNACK CHIP COCONUT TOASTED NATURAL	4741836	8	6 CT	BARE FRUIT
SNACK FRUIT MIXED FRUIT	8108714	250	1 OZ	WELCHS
SNACK HOT FRIES	6787168	64	1.75 OZ	CHESTERS
SNACK HOT FRIES	7011826	28	3 OZ	CHESTERS
SNACK MIX CHEX CHEDDAR SIMPLY	1899077	60	1 OZ	GENERAL MILLS
SNACK MIX CHEX SIMPLY HOT SPICY	1899200	60	1 OZ	GENERAL MILLS
SNACK MIX CHEX TRADITIOAL FLAVOR	7592348	60	1.75 OZ	GENERAL MILLS
SNACK MIX MANGO TANGO ALMOND	3186154	18	1.5 OZ	SAHALE
SNACK MIX SNACK-EN ORIGNAL	6750624	60	1.75 OZ	GARDETTOS
SNACK ONION	7011832	24	2 OZ	FUNYUNS
SNACK ONION HOT	7612300	64	1.25 OZ	FUNYUNS
SNACK ONION LARGE SINGLE SERVING	6725061	64	1.25 OZ	FUNYUNS
SNACK ONION OVEN BAKED WHOLE	7019343	104	1 OZ	FUNYUNS
SNACK TRAIL MIX CAJUN	3259858	72	2 OZ	PLANTERS
SNACK TRAIL MIX FRUIT & NUT	3259879	72	2 OZ	PLANTERS
SNACK TRAIL MIX NUT & CHOCOLATE	3259860	72	2 OZ	PLANTERS



Peanut Butter & Jelly

When the world is in chaos, you can always rely on the nostalgic comfort of a peanut butter and jelly sandwich. This delicious sandwich offering combines something fruity with something rich spread over fresh sliced bread. This early childhood staple provides nutritional benefits that satisfy. It's a labor saver that is versatile, convenient, fast and affordable.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
JELLY GRAPE CUP	2811834	400	.5 OZ	HOUSE RECIPE
JELLY ASSORTED #30 160 GRAPE 160 MIXED FRUIT & 80 APPLE	2812154	400	.5 OZ	HOUSE RECIPE
JELLY ASSORTED REDUCED 160 GRAPE 160 APPLE & 80 MIXED FRUIT	4152872	400	.5 OZ	HOUSE RECIPE
BREAD WHITE ENRICHED SLICE INDIVIDUALLY WRAPPED	9523952	96	1 OZ	SYSCO CLASSIC
BREAD WHEAT ENRICHED SLICE INDIVIDUALLY WRAPPED	9523986	96	1 OZ	SYSCO CLASSIC
PEANUT BUTTER CREAMY CUP	0832972	200	.75 OZ	HOUSE RECIPE
SANDWICH PEANUT BUTTER & GRAPE JELLY WHEAT	2223453	72	5.3 OZ	JM SMUCKER
SANDWICH PEANUT BUTTER & STRAWBERRY JELLY WHEAT	2223456	72	5.3 OZ	JM SMUCKER



Yogurt For On The Go

Yogurt is a delicious, nutrient-rich grab-and-go offering that complements multiple health aspects by offering more than empty calories. Yogurt provides protein and calcium in great-tasting varieties and appeals to those consumers craving satisfaction from items that not only taste great but also offer an easy-to-eat solution with portability.

DESCRIPTION	SUPC	PACK	SIZE	BRAND
YOGURT BLUEBERRY TART	0109425	12	5.3 OZ	DANNON
YOGURT VANILLA GREEK	0109445	12	5.3 OZ	DANNON
YOGURT PLAIN GREEK NONFAT	0109452	12	5.3 OZ	DANNON
YOGURT VARIETY LIGHT VANILLA & BLUEBERRY	0553018	48	4 OZ	YOPLAIT
YOGURT KEY LIME GREEK	0669356	12	5.3 OZ	DANNON
YOGURT RASPBERRY GREEK	0669376	12	5.3 OZ	DANNON
YOGURT CHERRY PIE	0688525	12	5.3 OZ	DANNON
YOGURT STRAWBERRY	0696603	12	5.3 OZ	DANNON
YOGURT CHERRY TRIX TRIPLE	0964215	48	4 OZ	YOPLAIT
YOGURT STRAWBERRY BLUEBERRY BLACK CHERRY GREEK	1036850	12	5.3 OZ	DANNON
YOGURT STRAWBERRY & BANANA ORIGINAL	1043116	12	6 OZ	YOPLAIT
YOGURT MIXED BERRY ORIGINAL	1043124	12	6 OZ	YOPLAIT
YOGURT CHERRY ORIGINAL	1043132	12	6 OZ	YOPLAIT
YOGURT BLUEBERRY ORIGINAL	1043140	12	6 OZ	YOPLAIT
YOGURT RASPBERRY ORIGINAL	1043157	12	6 OZ	YOPLAIT
YOGURT STRAWBERRY ORIGINAL	1043165	12	6 OZ	YOPLAIT
YOGURT VANILLA FRENCH	1154517	12	6 OZ	YOPLAIT
YOGURT PEACH ORIGINAL	1155043	12	6 OZ	YOPLAIT
YOGURT DRINK BLUEBERRY / STRAWBERRY DANACT	1547720	6	8 PK	DANNON
YOGURT STRAWBERRY & BANANA LIGHT	1569268	12	6 OZ	YOPLAIT
YOGURT CHERRY LIGHT	1569268	12	6 OZ	YOPLAIT
YOGURT BLUEBERRY LIGHT	1569284	12	6 OZ	YOPLAIT
YOGURT RASPBERRY LIGHT	1569391	12	6 OZ	YOPLAIT
YOGURT PEACH LIGHT	1740604	12	6 OZ	YOPLAIT
YOGURT COCONUT VANILLA GREEK	1778317	12	5.3 OZ	DANNON
YOGURT BLACK CHERRY GREEK	1792864	12	5.3 OZ	YOPLAIT
YOGURT VANILLA GREEK	1792880	12	5.3 OZ	YOPLAIT

**EARTH PLUS® DELIVERS VALUE TO
YOUR BUSINESS AND THE PLANET!**





THREE REASONS TO CONSIDER EARTH PLUS®

Increasing government legislation

Across the country, local municipalities have developed legislation to ban foam and other materials that increase our carbon footprint. Our Earth Plus disposables assortment provides foam-free solutions that are great for your business and the planet.

Rising consumer demand

In many places across the country where there is no foam legislation, many consumers still expect restaurant operators to provide disposable items that are environmentally friendly. Our Earth Plus assortment allows you to address these customer needs.

Proactively putting the customer first

Leveraging our Earth Plus line of disposable products in places with minimal legislation or consumer demand provides operators with an opportunity to surprise and delight their guests. This proactive step demonstrates your commitment to disposable solutions that are better for the environment.





Cutlery

Made from a blend of materials including starch the natural look and feel of this cutlery reduces plastic usage while still maintaining a secure and sturdy utensil for carryout and delivery applications.



Protecting the Earth, Plus delivering value.

Rooted in the 4 Rs (Reduce, Reuse, Recycle, and Renew), Earth Plus delivers affordable, eco-friendly solutions that are good for both your business and the planet. Including disposables, supplies & equipment, and chemicals, these everyday essentials help your operation run smoothly and responsibly.



Cutlery



Cutlery Kit

Features & Benefits

- Base material comes from starch
- Can handle temperatures up to 200°F
- Single bulk pack
- Environmentally friendlier cutlery option
- Great for to-go and delivery applications
- Cutlery kit available with napkin and salt and pepper or individual utensils



Quality is more than a promise. It's assured. You can always rely on Sysco to deliver consistent quality with every order. That's because we have more than 100 QA professionals committed to maintaining the most stringent standards in terms of food quality, consistency and food safety. That's by far the largest and most active QA department in the industry.

	SUPC	Pack/ Size	Product
<input type="checkbox"/>	7064572	1000	FORK PLAS PSM EARTH CH
<input type="checkbox"/>	7064570	1000	KNIFE PLAS PSM BGE HVY EARTH CH
<input type="checkbox"/>	7064574	1000	SPOON PLAS PSM BGE HVY EARTH CH
<input type="checkbox"/>	7064567	250	KIT CUTLERY PSM BGE KFS/NAP/SP
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			

Contact your Sysco Marketing Associate for product details and availability.



Napkins



Features & Benefits

- High quality, high absorbent napkins with earth friendly properties that is a great replacement for Linen
- Labor saving and cost savings options in the Pocket Napkin and the Pre-rolled Napkin and Cutlery Kit
- Pre-rolled Napkin and Cutlery Kit includes compostable cutlery and napkin band

Certified Product Claims

Napkins are:

- 55% recycled fibers
- 40% post-consumer waste
- EPA approved

Cutlery and Napkin Bands are:

- Compostable



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Contact your Sysco Marketing Associate for product details and availability

**MA NAME
Email Address
Phone**

	SUPC	Brand	Pack/Size	Product
<input type="checkbox"/>	7082391	ERTHPLS	1000- 8/125	NAPKIN BEV 10X10 FINESE NATRL
<input type="checkbox"/>	7082371	ERTHPLS	500 – 4/125	TOWEL GUEST 12X17 FINESE NATRL
<input type="checkbox"/>	7082372	ERTHPLS	1000	NAPKIN DINNER FTPK 14.5X14.5
<input type="checkbox"/>	7082367	ERTHPLS	1000	NAPKIN DINNER FTPK 16X16 NATRL
<input type="checkbox"/>	7082379	ERTHPLS	100	KIT CUTLERY CTRWRP NATRL
<input type="checkbox"/>	7051388	ERTHPLS	600 - 8/75	NAPKIN DINNER POCKET FINESE
<input type="checkbox"/>				
<input type="checkbox"/>				

Contact your Sysco Marketing Associate for product details and availability.

Sustainable Disposable Solutions:

Quality alternatives to replace foam for your business and the planet.



REDUCE



REUSE



RECYCLE



RENEW



Cups

PLA • PLA Coated Paper

Earth Plus cups are made from 100% plant-based materials and are available in various sizes.

- Commercially compostable
- Designed for hot and cold beverages
- Leak-resistant



Plates & Bowls

Molded Fiber

Earth Plus molded fiber plates & bowls have a natural look and feel that showcases your eco-conscious commitment.

- Durable
- Commercially compostable
- Microwaveable
- Oil absorbent
- Soak-through resistant



Containers (Hinged, Lidded, Carton)

PLA Coated Paper • Kraft Paper • Molded Fiber • Mineral-Filled Polypropylene (MFPP)

Earth Plus containers are available in hinged, lidded & carton styles, an ideal takeout solution for any operation.

PLA Coated Paper

- Commercially compostable
- Designed for hot and cold beverages
- Leak-resistant

Kraft Paper

- Leak & grease resistant
- Microwaveable

Molded Fiber

- Commercially compostable
- Designed for hot & cold uses
- Durable
- Microwaveable
- Oil absorbent
- Soak-through resistant

MFPP

- Leak & grease resistant
- Microwaveable

Definitions

Polyactic Acid (PLA): Plastic made with renewable materials such as: corn starch, bamboo and/or sugarcane.

PLA Coated/Lined Paper: Paper material that is lined with an interior PLA coating making it virtually leak proof.

Molded Fiber: Typically made with a blend of recycled paperboard or newspaper which are sustainable resources.

Mineral-Filled Polypropylene: Made with 40% natural mineral content, reducing the amount of plastic needed in the finished container.

Kraft Paper: Made from paperboard with a minimum of 85% post-consumer content.





Earth Plus™ Caterware



Introducing **Earth Plus™ Caterware** – a line of **eco-friendly products**, including dinnerware, serving trays and serving utensils. Meet the growing consumer demand for eco-friendly, polystyrene alternatives with an attractive, proprietary blend of material that's both flexible and durable enough for regular dining service, takeout, delivery and catering applications. Earth Plus™ Caterware is the perfect solution as it addresses the need for a more sustainable disposable servingware option with the strength and performance caterers expect.

Features and Benefits

- Made of a unique, proprietary blend of material that gives the product superior strength compared to traditional eco-friendly caterware
- Uses 20% less plastic and can reduce your carbon footprint by 50% compared to polystyrene counterparts
- Demand for eco-friendly, polystyrene alternatives is growing, specifically for millennials looking for more sustainable options
- Can withstand heavy food applications and is resistant to cutting
- No grease sink-through and resistant to spillages
- Microwavable and can withstand temperatures up to 220°F
- GreenCircle certified, FDA compliant and made in the USA

Source:

¹ Technomic 2017 Catering Insights Program

Why is eco-friendly caterware important for your business?

- Polystyrene bans are increasing in municipalities across the country:

**Current Polystyrene bans shown below*



Traditional Polypropylene



Earth Plus™ Caterware

SUPC	Pack/Size	Brand	Description
7053966	1 / 25	ERTHPLS	ECOSENSE™ 12" RND TRAY BLACK/LID COMBO
7053968	1 / 25	ERTHPLS	ECOSENSE™ 12" RND TRAY BLACK/LID COMBO
7053969	1 / 25	ERTHPLS	ECOSENSE™ 18" RND TRAY BLACK/LID COMBO
7053970	1 / 48	ERTHPLS	ECOSENSE™ 9" SERVING SPOON BLACK
7053971	1 / 48	ERTHPLS	ECOSENSE™ 9" SERVING TONG BLACK
7053958	10 / 18	ERTHPLS	ECOSENSE™ 6" BLACK PLATE
7053959	10 / 18	ERTHPLS	ECOSENSE™ 9" BLACK PLATE

Sysco's Cutting Edge Solutions provides new and exclusive products to help you refresh your menu, drive repeat business and streamline back-of-house operations. **Contact your local Sysco Marketing Associate or visit SyscoFoodie.com for more details.**

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BIOSILK® HAND SANITIZER WITH ALOE



FEATURES AND BENEFITS

Biosilk Aloe Vera Hand Sanitizer is 92% natural, created with organic Aloe to keep hands soft and moisturized.

FDA approved, this hand sanitizer kills 99.99% of germs and is packed with essential nutrients that seal in moisture.

HDPE containers are recyclable.

The 25 oz bottles come complete with a convenient pump to make dispensing quick and easy.

This is an excellent alternative to handwashing when soap and water are not available.

A little bit goes a long way. Each 25 oz container delivers over 200 applications. Each application measures approximately 1/8 oz.

Long shelf life. Stock up and store at ambient room temperature as this sanitizer has a shelf life of 3 years.

SUPC	BRAND	PACK	DESCRIPTION
7128060	BioSilk	12/25 oz	Hand Sanitizer with Aloe

Contact your Sysco Marketing Associate:



Quality is more than a promise. It's assured.
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1390 Enclave Parkway, Houston, TX 77077



Sysco[®]
At the heart of
food and service

For more information visit
<https://foodie.sysco.com/snapback/>